

Southwest Iowa

Shorthorn

Breeders' Association



Shorthorn &
Polled Shorthorn
Cattle



Show and Sale

Thursday, April 5, 1956

RED OAK, IOWA

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

Levi Johnson, Atlantic	- - - - -	President
Glenn Windom, Lenox	- - - - -	Vice President
Arthur H. Windom, Villisca	- - - - -	Secretary and Sale Manager
Malcolm Lomas, Red Oak	- - - - -	Treasurer

Dan Tierney, Adair	- - - - -	Adair
Glenn Windom, Lenox	- - - - -	Adams
Levi Johnson, Atlantic	- - - - -	Audubon
Phil Kennedy	- - - - -	Cass
Lou Laughlin, Imogene	- - - - -	Fremont
Alvy Schoernherr, Guthrie Center	- - - - -	Guthrie
Donald Dugdale, Mondamin	- - - - -	Harrison
Matt Laughlin, Emerson	- - - - -	Mills
Arthur Windom, Villisca	- - - - -	Montgomery
Jim Stephens, Hepburn	- - - - -	Page
Lloyd Davis, Oakland	- - - - -	East Pottawattamie
Alfred Spetman, Council Bluffs	- - - - -	West Pottawattamie
Lloyd Obrecht, Harlan	- - - - -	Shelby
John Combs, New Market	- - - - -	Taylor
Francis McElroy, Afton	- - - - -	Union

Malcolm Frank, Union Star, Missouri	- - - - -	Judge
J. E. Halsey, Des Moines	- - - - -	Auctioneer

GENERAL INFORMATION

TIME—Thursday, April 5, 1956. Show will start at 9:30 a.m. Sale will start at 12:30 noon.

LOCATION—The show and sale will be held at the Bradley Sale Barn, Red Oak, Iowa through the courtesy of L. V. Bradley. The facilities of the Bradley Sale Barn are excellent. They have plenty of parking space for trucks and cars, nice roomy stalls for cattle. The sale pavilion is well ventilated and well lighted, most convenient for buyers and owners—everyone interested in better cattle.

TERMS—The terms of the sale are cash unless other arrangements are made in advance with the consignor from whom you purchase. Settlements are to be made with the clerk of the sale immediately on the conclusion of the auction. All stock will be at buyers risk as soon as bid off but the management will attend to loading on cars or trucks in compliance with the instructions from the purchasers.

GUARANTEE—All cattle are sold subject to a sixty day retest for tuberculosis and health certificates will be furnished to enable them to be shipped into any state or territory. Bulls are guaranteed breeders if properly cared for and not allowed to serve until 16 months old or run with the herd. If a bull fails to breed, he may be returned to the seller, if in as good a condition as when bought, and if, after a test in the seller's herd he still fails to breed, he will be replaced or the purchase money will be refunded. All cows with calves at foot are considered breeders and no further guarantee is made with respect to them. All other cows and all heifers over sixteen months old at time of sale are guaranteed to be breeders. Animals returned to seller because they do not comply with the guarantee will be at buyer's cost of transportation.

Any claims for adjustment because an animal is a non-breeder must be made within ninety days of the date of the sale.

The above guarantee and terms shall constitute a contract between the consignor and the buyer of each lot. Neither the sale manager nor the clerk of this sale assumes any liability, legal or otherwise.

PEDIGREE CERTIFICATES—A certificate of registry and a transfer will be furnished for each lot sold and an application for registry will be furnished for each lot sold at foot and for each unborn calf sold in dam.

Where footnotes appear in this catalogue they were furnished by the consignor or written from information supplied by the consignor.

MAIL BIDS—Those wishing to buy at this sale and cannot attend in person may send their bids to the treasurer, sale manager, Jack Halsey, Albert Hamann, Clem Larson, Arch Stone or Kenneth Fulk, any of these men in care of the Sale Manager who will see that they are delivered to the party entrusted with your order.

Although every precaution will be exercised to promote the safety and comfort of the guests, neither the Southwest Iowa Shorthorn Association nor any of its officers or directors, auctioneers, fieldmen, clerks, the sale manager or the sale barn management will assume any liability for accidents.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

Show at 9:30 a.m.

Sale at 12:30 (noon)

For the purpose of this show animals have been divided into classes according to age and sex. There will be five classes. Each sex will have a Grand Championship and a Reserve Championship. The first and second place winners in each class will be eligible to show for championship and reserve championships.

1. Bulls Lots 1 to 7 inclusive.
2. Bulls Lots 10 to 16 inclusive.
3. Bulls Lots 20 to 28 inclusive.

Champion Bull

Reserve Champion Bull

4. Females Lots 30 to 39 inclusive.
5. Females Lots 42 to 48 inclusive.

Champion Female

Reserve Champion Female

Judge—Malcolm Frank, Union Star, Missouri.

A PERSONAL INVITATION

FROM THE CONSIGNORS

Again it is the privilege and pleasure of the Southwest Iowa Shorthorn and Polled Shorthorn Association to extend a cordial invitation to attend our show and sale at the Bradley Sale Barn, Red Oak, Iowa, on Thursday, April 5, 1956.

I personally have inspected and placed my hearty stamp of approval upon all cattle consigned. They comprise cattle of good quality and good, strong ages.

I would like to call your attention to the number of good, strong aged bulls we are offering. They are ready to go—ready to start making you money the day you get them home. In the group you will find bulls suitable for every purpose—farmer, rancher and pure bred herd.

In females I would like to call to your attention the families they come from, the bulls they are sired by and the bulls whose service they carry. We are fortunate in our district to have some of the herds from which come some of the breed's best cattle.

I "urge you to come see us at Red Oak April 5." We will be happy to have you and will try to make the day a pleasant, interesting and profitable day for you.

Arthur H. Windom, Sale Manager.

JERRY CROWE

FORESIGHT'S MONARCH 2823-494

Bull

Lot 1

Tattoo RE 365

Roan, calved April 3, 1954. Bred and owned by Jerry Crowe, Conway, Iowa.

SIRE

Red Leader's Foresight 2736207

Roan, Jerry Crowe

L F Red Leader 5th 2618801
Red, Lomas Farms

} Lomas Royal Leader 2d
2490594
Red, Lomas Farms
Ydal Stamford 4th 2307390
Roan, Bochmann Bros.

Goldfinder's Duchess 2556787
Roan, Jerry Crowe

} Goldfinder's Mint Augie
2480920
Roan, Richard Green
Clara 76th 2384095
Red, Ralph Van Pelt

Golden Rule Monarch 4th
2466665
Roan, Holz Bros.

} Killearn Monarch 29th 2242098
Roan, Claude Gallinger
Flora 4th 2321118
Dk. roan, Holz Bros.

DAM

Monarch's Red Lily 2707233

Red, Earl Shultz

Red Costly Lily 4th 2365713
Red, J. W. McClaskey & Son

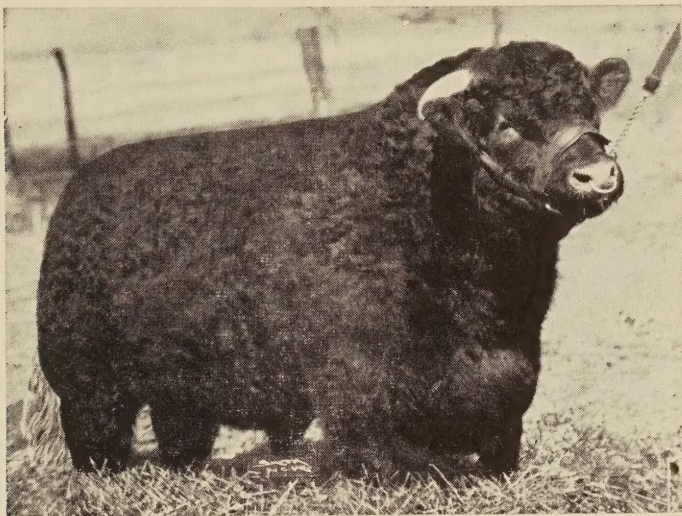
} Sni-A-Bar Golden Archer
2165441
Roan, Sni-A-Bar Farms
Red Costly Lily 3d 2091789
Red, J. W. McClaskey & Son

FORESIGHT'S MONARCH 2823-494 is a short-legged, deep bodied bull with lots of weight for age. His grandsire L F Red Leader 5th was the 4th place selling bull in the Southwest Iowa Shorthorn sale in Red Oak in the spring of 1951. His grandmother on the dam's side, Red Costly Lily 4th was the top selling female in the spring sale of the Northwest Missouri Shorthorn Sale at Maryville. She also stood first in her class. Don't overlook this bull if you need a good herd sire.



If you want to bear a good reputation, turn out a good product.

DICK HYDE



Gregg Farms Commander 2492569

ROYAL ARCHER 2872-510

Bull

Lot 2

Tattoo RE 150

Red, calved June 15, 1954. Bred and owned by Dick Hyde, Hastings, Iowa.

Gregg Farms Commander
2492569
Red, D. M. Gregg

SIRE
Royal Commander 2563191
Red, John W. Beckum

Cloris Queen 5th 2430504
Red, Tomson Bros.

Braemor Starry Archer 7th
2353131
Dk. roan, Carl L. Retzlaff &
Sons

Pat's Maid 2229306
Red, Dick Hyde

DAM
Maid 11th 2613660
Dk. roan, Dick Hyde

Edellyn Valiant Mercury 2247154
Dk. roan, Thos. E. Wilson
Village Clara 11th 2492570
Roan, D. M. Gregg
Edellyn Royal Favorite 2163852
Red, J. D. Allen
Rosewood Cloris 11th 1964601
Roan, M. M. Russell
Millhills Starry Archer 2289341
Red, Duncan M. Stewart
Jealousy 7th 2221050
Roan, Carl L. Retzlaff & Sons
Browndale Pat 1884203
Red, L. B. Maytag
Goldspur Maid 2d 1970287
Red, Dick Hyde

ROYAL ARCHER 2872-510 is a smooth, wonderfully fleshed, most fashionably bred son of Royal Commander 2563191. This short-necked, strong-boned calf has the right background and will make an outstanding sire.

The profit from raising beef cattle comes from the calves.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

DICK WYCOFF

GOLDEN PERFECT 2831-768

Bull

Lot 3

Tattoo RE 54

Roan, calved June 27, 1954. Bred by Mrs. Nellie M. Wycoff & Son, Mt. Etna, Iowa; 2d owner November 3, 1954, Dick Wycoff, Mt. Etna, Iowa.

SIRE

Empire Golden Fame 7th
2722534
Roan, Dick Wycoff

Empire Golden Fame 5th
2558181
Roan, Leroy Bashor

{ Parkdale Golden Fame 10th
2387077
Red, Bellows Bros.
Lady Lavender 2A 2417220
Roan, Gilman Bros.

Roan Countess 7th 2421428
Roan, Dick Wycoff

{ Supreme Rival 2094557
Roan, Husted Bros.
Roan Countess 6th 1910116
Roan, Spellman & Hanson

Goldfinder Again 2222621
Red, Phillip Funke

{ Goldfinder's Image 2146432
Roan, Husted Bros.
Sweet Violet 30th 2064438
Red, Phillip Funke

DAM

Golden Lady 79th 2665122
Roan, Mrs. Nellie M. Wycoff &
Son

Golden Lady 78th 2451962
Roan, Bellows Bros.

{ Helfred Golden Fame 2214653
Red, F. W. Hubbell
Golden Lady 76'h 2259040
Roan, Bellows Bros.

GOLDEN PERFECT 2831-768 is o'd enough for heavy service. He is a well ba'anced bull with a good head, very heavy bone, a good color. He has a very heavy coat of hair. He should sire good calves.

DOUGLAS WINTER

CONQUEST 2831-636

Bull

Lot 4

Tattoo RE D 15

Red, calved July 12, 1954. Bred by F. W. Hubbell, Des Moines, Iowa; 2d owner, November 19, 1954, Douglas Winter, Hepburn, Iowa.

SIRE

Killearn Conquest 28th 2547735
Red, Claude Gallinger

Millhills Conquest 2487098
Red, Duncan M. Stewart

{ Ascreavie Democrat (328591)
Red, T. O. Mills
Millhills Lavender Gem 2d
(243230)
Red, Duncan M. Stewart

Killearn Village Norma 5th
-348932-
Red, Claude Gallinger

{ Norseman 2301688
Dk. roan, James Durno
Maxine Village Maid -313319-
Red, Claude Gallinger

Brae Lodge Headlight 1874600
Red, T. A. Russell

{ Brae Lodge Footprint -219078-
Dk. roan, T. A. Russell
Estelle of Brae Lodge -259509-
Red, T. A. Russell

DAM

Helfred Verbena 9th 2009652
Red, F. W. Hubbell

Melbourne Verbena 1356227
Red, John Alexander & Sons

{ Ballylin Rodney 945251
Red, Harry S. Black
Verbena Lass 2d 1119065
Roan, A. J. Ryden

CONQUEST 2831-636 is a rugged bull from one of the best families of the former Helfred Farms.

A good bull is half the herd, and a poor one is all of it.

LOU LAUGHLIN



Coronet Max Jugg'er 17th x2609507

MONTGOMERY'S MAX 2828-679

Bull

Lot 5

Tattoo RE L 544

Red, calved September 4, 1954. Bred and owned by Lou Laughlin, Imogene, Iowa.

SIRE

Coronet Max Juggler 17th
x2609507
Red, Lewis W. Thieman

Killearn Max Juggler 2487000
Red, Claude Gallinger

Lovely Ann x2145749
Red, Wm. M. Long

Montgomery 2271412
Red, R. S. McWilliam

DAM

Whimble's Carnation 2d
2491417
Red, M. D. Whimble

Norfolk Carnation 20th
2070705
Red, N. B. Norris

Killearn Max 5th -254948-
Red, Claude Gallinger
Killearn Lady Rothes -290461-
Red, Claude Gallinger
Victor's Count x1993148
Red, J. W. Howerton & Son
Queen of Lovelys x1980440
Red, Wm. M. Long
Magheramorne Commodore
(304906)
Red, H. C. Robinson
Mabel 27th (210454)
Red, R. S. McWilliam
Glastullich Champion 2070686
Red, W. MacGillivray
Carnation 4th -250183-
Red, D. Campbell

MONTGOMERY'S MAX 2828-679 is a dehorned, all red bull that came close to being Polled. His sire is by International Grand Champion and dam's sire, Perth Grand Champion. This is one of the real top bulls.

The reputation of many a herd has been made by the purchase of an outstanding breeding bull.

SWANSON & SEDERBURG

ELVEDOR PRESIDENT 2849-837

Bull

Lot 7

Tattoo LE 219

Red, calved September 6, 1954. Bred and owned by E. N. Swanson & E. R. Sederburg, Hepburn, Iowa.

SIRE

Braemor President 24th 2749282
Red, Carl L. Retzlaff & Sons

Tolquhon President 2623590
Red, John L. Sleight

{ Pittodrie Banker (322943)
Red, R. Laidlaw Smith
Larbert Princess Royal 20th
(219651)
Red, Peter Forbes Jones

Rosemary 17th 2279598
Red, Carl L. Retzlaff & Sons

{ Brawith Nuggett 1944238
Roan, David Douglas
Rosemary 15th 2101172
Roan, Tomson Bros.

Parkdale Golden Fame 22d
2481501
Red, Bellows Bros.

{ Helfred Golden Fame 2214653
Red, F. W. Hubbell
Edgevale Juno 2071073
Red, Ed. H. Wolter

DAM

Elvedor Ethel 5th 2667102
Red, E. N. Swanson & E. R.
Sederburg

Upright's Ethel 2459068
Red, Sni-A-Bar Farms

{ Pittodrie Upright 2380873
Red, R. Laidlaw Smith
Sni-A-Bar Ethel 10th 2312083
Red, Sni-A-Bar Farms

ELVEDOR PRESIDENT 2849-837 is the first calf sired by Braemor President 24th 2749282. His dam is a granddaughter of Imp. Pittodrie Upright, the former Sni-A-Bar Farms famous herd sire. A good bull with a good pedigree.

LISLE FARQUHAR

BROADVIEW MAX JUGGLER 10TH 2834-566

Bull

Lot 8

Tattoo LE 4F25

Red, calved September 6, 1954. Bred and owned by Lisle Farquhar, Coin, Iowa.

SIRE

C B Max Juggler 5th 2662797
Red, Clausen Bros.

Killearn Max Juggler 2487000
Red, Claude Gallinger

{ Killearn Max 5th -254948-
Red, Claude Gallinger
Killearn Lady Rothes -290461-
Red, Claude Gallinger

Spring Elisa 2361821
Red, Mr. & Mrs. C. A. Butland

{ Drynie Roger 2245917
Red, Robert MacLean
Melba Eliza 2300605
RWM, Albert Jas. Marshall

Will-A-Dell Starry Archer 8th
2550797
Red, Will A. Davis & Son

{ Braemor Starry Archer 9th
2391166
Red, Carl L. Retzlaff & Sons
Will-A-Dell Bessie 12th 2329907
Red, Will A. Davis & Son

DAM

Broadview Daisy 2d 2745546
Roan, Lisle Farquhar

Browndale Daisy 2546818
Roan, Lisle Farquhar

{ Prince Royal 2300984
Red, Lomas Farms
Emma 26th 2210863
Roan, James A. Mackey

BROADVIEW MAX JUGGLER 10th 2834-566 has a very good head, is dark red, deep-bodied, thick and has plenty of weight for his age. Wonderful disposition and ready for service.

Have a program of farm and herd improvement and stick to it.

LOMAS FARMS



Cruggleton Leishman 2716650
A choice son Marellbar Determine 2804-140 is junior herd sire of Lomas Farms.

L F GOLDEN FAME 2835-339

Bull

Lot 10

Tattoo RE 203

Red, calved September 12, 1954. Bred and owned by Lomas Farms, Villisca, Iowa.

SIRE

Lenox Golden Fame 2641902
Red, Dean Windom

Parkdale Golden Fame 32d
2530541
Red, Dale Bellows

Augusta 11th 2477558
Red, McCone Bros.

Edellyn Cockade Mercury
2140732
Roan, Thos. E. Wilson

DAM

L F Lady Secret 4th 2543976
Red, Lomas Farms

Stylist Lady Secret 2280358
Red, Lomas Farms

{ Helfred Golden Fame 2214653
Red, F. W. Hubbell
{ Hopeful's Beauty 2285405
Roan, E. H. Anderson
{ Brawith Emperor 2069695
Roan, Carl L. Retzlaff
{ Augusta 10th 2256805
Roan, McCone Bros.
{ Calrossie Mercury 1957318
White, J. MacGillivray
Potpointie Orange Blossom 41st
2031993
Red, Robert L. P. Duncan
{ Edellyn Cockade Mercury
2140732
Roan, Thos. E. Wilson
Lady Secret 20th 2139245
Red, Lomas Farms

L F GOLDEN FAME 2835-339—One of the good, rugged, heavy, boned bulls sired by Lenox Golden Fame 2641902. His dam, L F Lady Secret 4th 2543976 is one of the outstanding matrons in our herd.

More and better livestock is the best market for your farm crops and by-products.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

W. E. SUMMERVILLE

PRESIDENT'S GUEST 2819-112

Bull

Lot 11

Tattoo LE 107

Red, calved September 16, 1954. Bred and owned by W. E. Summerville, Gray, Iowa.

SIRE

Braemor President 11th 2707595
Red, Carl L. Retzlaff & Sons

Tolquhon President 2623590
Red, John L. Sleight

{ Pittodrie Banker (322943)
Red, R. Laidlaw Smith
Larbert Princess Royal 20th
(219651)
Red, Peter Forbes Jones

Choice Victoria 20th 2412911
Roan, Carl L. Retzlaff & Sons

{ Millhills Starry Archer 2289341
Red, Duncan M. Stewart
Choice Victoria 17th 1934485
Roan, Carl L. Retzlaff

Divide Bandmaster 2244785
Red, The Allen Cattle Co.

{ Divide Brilliant 2161164
Red, The Allen Cattle Co.
Divide Susan 6th 2117668
Red, The Allen Cattle Co.

DAM

Lavender B 2704163
Red, W. E. Summerville

Lavender A 2589775
Red, W. E. Summerville

{ Sni-A-Bar Controller 2354724
Roan, Sni-A-Bar Farms
Goldspur's Lustre 1933785
Red, L. W. Fredrickson

PRESIDENT'S GUEST 2819-112 is a thick, deep-bodied bull and is very smooth and uniform in fleshing. Each bull in his pedigree has been an outstanding sire including his own sire, Braemor President 11th 2707595. He will solve your herd bull problem.

BELL BROS.

ROYAL OAK x2853-471

Bull

Lot 12

Tattoo RE 3

White, calved September 30, 1954. Bred and owned by Bell Bros., Wiota, Iowa.

SIRE

Hel-Lo-Na Royal x2579112
Roan, G. W. Zinnel & Sons

Collynie Browndale x2493725
Roan, Richard Kerns

{ Browndale Goods 2153840
Roan, Geo. W. Retzlaff & Son
Pricedale Beauty x2332926
Roan, Reuben Corliss

Lady Esther 3d 2374542
Red, G. W. Zinnel

{ Cloverdale Chief x2138363
Red, R. L. Flamme
Lady Esther 2d x2027661
Roan, G. W. Zinnel

Red Oak Censor x2528922
Dk. roan, R. E. Phillip

{ Village Type x2024698
Roan, Albert Hultine & Sons
Red Oak Orange Blossom 7th
x2102185
Roan, R. E. Phillip

DAM

Red Oak Countess 6th x2658743
White, Bell Brothers

Coronet Countess 5th x2566566
White, Bell Bros.

{ Coronet Sensation x2403857
Roan, E. P. Laughlin
Clearview Countess 2d 2413924
Roan, Bell Bros.

ROYAL OAK x2853-471 has a good head, great quarters, short legs and thickness that make him one of the best bulls we have ever consigned. Here you get plenty of polled breeding all packed in one package.

A farm includes breeding, raising, feeding and marketing.

DANIEL E. BOWER & SONS

SUPREME MERCURY 2869-961

Bull

Lot 13

Tattoo LE 129
Dark roan, calved October 9, 1954. Bred and owned by Daniel E. Bower & Sons, Massena, Iowa.

SIRE Ka Del Supreme Prince 2604134 Red, Urice Bros.	M F Supreme 5th 2396058 Dk. roan, Merryvale Farms	Calrossie Supreme 2283903 Dk. roan, John MacGillivray
	Divide Lady Gloster 14th 2529873 Red, The Allen Cattle Co.	Rosewood 80th 2217878 Red, Geo. Struve & Sons
DAM C B Jilt's Lady 7th 2665319 White, Daniel E. Bower & Sons	Sni-A-Bar Regent Mercury 2388886 Roan, Sni-A-Bar Farms	Divide Prince Peter 2190527 Roan, Miles of View Farms Divide Lady Gloster 7th 2117662 Red, The Allen Cattle Co.
	Jilt's Lady 30th 2048830 Roan, Daniel E. Bower	Edellyn Campeon Mercury 2071109 White, Thos. E. Wilson Sni-A-Bar Broadhooks 14th 2225638 Roan, Sni-A-Bar Farms
		Kilblean Count 1818995 White, J. T. Judge Jilt's Lady 17th 1852506 Red, Daniel E. Bower

SUPREME MERCURY 2869-961 is a rugged, heavy boned bull ready for a lot of service. He is smooth and carries a deep hind quarter.

LOMAS FARMS

L F GAMBLER 6TH 2834-034

Bull

Lot 14

Tattoo RE 204
Red, calved October 12, 1954. Bred and owned by Lomas Farms, Villisca, Iowa.

SIRE Mareilbar Gambler 2714828 Red, Wm. Bartholomay, Jr.	Crugleton Purvis 2645100 Red, Albert Jas. Marshall	Calrossie Harmony (344256) Dk. roan, John & D. P. MacGillivray Princess Flo (336122) Dk. roan, Albert Jas. Marshall
	Mareilbar Jilt 3d 2538926 Red, Wm. Bartholomay, Jr.	Mareilbar Mandate 2224893 Roan, Wm. Bartholomay, Jr.
DAM Lady Marigold 26th 2537627 Red, D. M. Gregg	Klaymor Kohinoor 2515989 Red, W. J. Russell	Elbrlaw Jilt 2327246 Red, P. F. Law
	Lady Marigold 21st 2152631 Red, D. M. Gregg	Klaymor Ironsides 2375558 Red, W. J. Russell Calrossie Joan Ramsden 2226097 Dk. roan, John MacGillivray
		Sni-A-Bar Jasper 1973290 Roan, Sni-A-Bar Farms Lady Marigold 18th 2007145 Red, D. M. Gregg

L F GAMBLER 7th 2834-034 is a bu'll with an exceptionally good head, is well balanced and short legged. Frank'y, he is the thickest bull ever raised on our farm. He is a top individual backed by a good, strong pedigree.

Millets are inferior to sudan grass for yield of forage produced per acre.

GEO. STRUVE & SONS



Marellbar Duplicator 2669356

LANE VIEW DUPLICATOR 13TH 2859-358

Bull

Lot 15

Tattoo LE A64

Red, calved December 15, 1954. Bred and owned by Geo. Struve & Sons, Manning, Iowa.

SIRE

Marellbar Duplicator 2669356
Roan, Wm. Bartholomay Jr.

Cruggleton Allardice 2486210
Red, Albert James Marshall

Ascreavie Duthie (321719)
Red, T. O. Mills

Augusta Gipsy (240786)
RWM, Albert James Marshall

Marellbar Lancaster 2343384
White, Lord Lovat

Millhills Arthur (330134)
Red, Duncan M. Stewart
Beaufort Lancaster 27th
2343382
Dk. roan, Lord Lovat

Braedoon Band Master 2139667
Red, Kenneth C. Gray

Klaymor Direct -244322-
Red, W. J. Russell
Klaymor Princess Elizabeth 2d
-298033-
Roan, W. J. Russell

DAM

Mary Ann of Lancaster 6th
2283363
Red, Perry O. Brown & Son

Mary Ann of Lancaster 4th
1902995
Red, Crews & Crews

Ashbourne Result 1694514
Roan, A. C. Shallenberger
Mary Ann of Lancaster 3d
1803890
Red, Crews & Andrews

LANE VIEW DUPLICATOR 13th 2859-358 is a top bull anywhere. He is low set, square, thick meat, level lined and well balanced.

Shorthorns are the world's largest breed of beef cattle.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

JOHN COMBS

J C ROYAL COMMANDO 9TH 2829-475

Bull

Lot 16

Tattoo RE 71

Red, calved December 20, 1954. Bred and owned by John Combs, New Market, Iowa.

Kair Commando 2605399
Dk. roan, Reford Gardhouse

Beaufort Bolido (361044)
Dk. roan, Lord Lovat

SIRE

Braebourne Commando 2686800
Red, Martin Luinstra

Kair Fairy 2580068
Roan, G. J. C. Anderson

Augusta Violet 18th 2514088
Red, John Gardhouse & Sons

Glenburn Gold Cup -243581-
Dk. roan, F. H. Deacon & Son
Augusta Violet 6th -296017-
Red, John Gardhouse & Sons

Prince Augustus 2579714
Roan, Held Bros.

Cruggleton Proud Prince
2194063
Red, Albert Jas. Marshall
Augusta 133d 2343565
Roan, Held Bros.

DAM

Village Marigold G 2722602
Dk. roan, John Combs

Village Marigold 33d 2472350
Red, D. M. Gregg

Edellyn Valiant Mercury
2247154
Dk. roan, Thos. E. Wilson
Village Marigold 30th 2255748
Roan, D. M. Gregg

J C ROYAL COMMANDO 9th 2829-475 is another deep, thick, short-legged son of Braebourne Commando. He has a good head and stands on four good legs, a good dark red color. Shou'd be the answer to someone's herd bull problem.



A thin animal with a good head will always improve in type when given
an opportunity to put on additional pounds.

JERRY CROWE

RED LEADER OF JERICHO | 2843-177

Bull

Lot 20

Tattoo RE 175

Red, calved January 7, 1955. Bred and owned by Jerry Crowe, Conway, Iowa.

SIRE

L F Red Leader 5th 2618801
Red, Lomas Farms

Lomas Royal Leader 2d 2490594
Red, Lomas Farms

Lomas Royal Leader 2331941
Red, Thos. E. Wilson

Lomas Broadhooks 2334549
Red, Lomas Farms

Ydal Stamford 4th 2307390
Roan, Bochmann Bros.

Ideal Ransom 2143956
Red, W. A. Dryden & Son

Ydal Stamford 3d 2115049
Roan, Bochmann Bros.

Helfred Romeo 2135854
Red, F. W. Hubbell

Brae Lodge Headlight 1874600
Red, T. A. Russell
Rosewood of Helfred 3d
1781560

Roan, F. W. Hubbell

DAM

Village Jilt 20th 2442010
Red, W. E. Summerville

Village Jilt 11th 1987190
Red, W. E. Summerville

Divide Javelin 1902545
Roan, The Allen Cattle Co.

Village Jilt 9th 1928660
Roan, W. E. Summerville

RED LEADER OF JERICHO 2843-177 is a short legged, low set, deep bodied bull. He is too young to sell but selling to have room for younger stock. His sire was the 4th place selling bull in the 1951 Southwest Iowa Shorthorn sale at Red Oak in the spring sale. His dam was 3d selling heifer in the 1948 spring sale in Red Oak. Don't overlook this calf if you want good herd sire material.

ERNEST McDERMOTT

ROYAL BOXER (Sent for Record)

Bull

Lot 21

Red, calved January 12, 1955. Bred and owned by Ernest McDermott, Wiota, Iowa.

SIRE

Goldfinder Boxer 2d 2642-016

DAM

Merry Clipper Gem 5th 2622940

Dam's Sire

Montgomery 3d 2517150

A good head is essential in a herd sire.

LLOYD H. DAVIS



Sandoon Dividend 2600290

WILL-A-DELL PAYMASTER 2846-885

Bull

Lot 22

Red, calved January 17, 1955. Bred and owned by Lloyd H. Davis, Oakland, Iowa.

Tattoo RE W 20

Cruggleton Permit 2572512
RWM, Albert J. Marshall

Cruggleton Brunel (315414)
Dk. roan, A. J. Marshall

Princess Eileen (231034)
Red, Albert James Marshall

SIRE

Sandoon Dividend 2600290
Red, A. C. McDermott

Orange Fluff 2548744
Red, Albert J. Marshall

Cruggleton Perfect (303904)
Red, Albert Jas. Marshall

Orange Flossie (240820)
RWM, Albert Jas. Marshall

Braedoon Band Master 2139667
Red, Kenneth C. Gray

Klamor Direct -244322-
Red, W. J. Russell
Klaymor Princess Elizabeth 2d
-298033-
Roan, W. J. Russell

DAM

Will-A-Dell Lady Douglas 11th
2375394
Red, Will A. Davis & Son

Will-A-Dell Lady Douglas 7th
2234922
Roan, Will A. Davis & Son

Will-A-Dell Gold Plate 2063600
Roan, Will A. Davis & Son
Will-A-Dell Lady Douglas 2d
1895427
Roan, Will A. Davis & Son

WILL-A-DELL PAYMASTER 2846-885—It isn't hard to recommend this bull. He is very wide and deep and should stamp those characteristics on his calves. He is from the same cow as Will-A-Dell Starry Archer 2d, the bull that did so well for Johnson Bros. and is now in service in the Egger herd in Nebraska.

It takes an outstanding bull calf to make a good show steer.

DONALD L. OBRECHT & SONS

FORTRESS MINT 2855-434

Bull

Lot 23

Tattoo RE D 255

Red, calved February 8, 1955. Bred and owned by Donald L. Obrecht & Son, Harlan, Iowa.

<p>SIRE Broadlawn Fortress 30th 2719906 Roan, Metz Bros.</p>	<p>Powgavie Flying Fortress 2549784 Dk. roan, David S. Hope & Son</p>	}	<p>Calrossie Tempest (344271) Dk. roan, John & D. P. MacGillivray Golden Gertrude (284483) Dk. roan, James Durno</p>
	<p>Broadlawn Lady Stamford 2431708 Red, Metz Bros.</p>	}	<p>Brawith Mercury 2303066 Red, Martin Lu'nstra Stamford Lady 8th 2307389 Roan, Bochmann Bros.</p>
	<p>Leader's Mint 2548330 Red, McCone Bros.</p>	}	<p>Edwin Royal Leader 2417007 Roan, S. A. Donahoe Duchess of Gloster 6th 2218963 Red, McCone Bros.</p>
<p>DAM LaBelle Primrose 2670410 Red, Donald L. Obrecht & Son</p>	<p>LaBelle Victorious 6th 2219331 Roan, W. E. Summerville</p>	}	<p>Helfred's Royal Choice 1988964 Roan, F. W. Hubbell LaBelle Victorious 4th 2074828 Roan, W. E. Summerville</p>

FORTRESS MINT 2855-434 is a three-quarter brother to Golden Rosebud, the Reserve Champion heifer at the Ak-Sar-Ben show last fall. These Fortress calves out of Leader Mint dams look very promising.

E. P. LAUGHLIN

JUGGLER'S MARK X (Sent for Record)

Bull

Lot 24

Tattoo RE L85

Red, calved March 10, 1955. Bred and owned by E. P. Laughlin, Imogene, Iowa.

<p>SIRE Coronet Max Juggler 17th x2609507 Red, Lewis W. Thieman</p>	<p>Killearn Max Juggler 2487000 Red, Claude Gallinger</p>	}	<p>Killearn Max 5th -254948- Red, Claude Gallinger Killearn Lady Rothes -290461- Red, Claude Gallinger</p>
	<p>Lovely Ann x2145749 Red, Wm. M. Long</p>	}	<p>Victor's Count x1993148 Red, J. W. Howerton & Son Queen of Lovelys x1980440 Red, Wm. M. Long</p>
	<p>Collynie Express x2280311 Red, Albert Hultine & Sons</p>	}	<p>Collynie Compact x2069895 Red, Albert Hultine & Sons Dorothy 6th x1945331 Red, Frank Nelson</p>
<p>DAM Rosewood 40th x2559177 Red, E. P. Laughlin</p>	<p>Rosewood 19th x1985304 Roan, E. P. Laughlin</p>	}	<p>Coronet's Reveler x1882176 Roan, Lewis W. Thieman Rosewood 11th x1857353 Red, E. P. Laughlin</p>

JUGGLER'S MARK X is sired by our old Juggler bull that has sired a lot of good ones for us. One of his sons brought \$2,250 and another \$1,975 at auctions. He is a growthy bull and will soon be ready for service.

A wrong sire is most costly.

Southwest Iowa Shorthorn Breeders' Association

Red Oak

Where the Scotch blood lines are the best.

Where pedigrees and health certificates are delivered promptly.

Where individuals are of top quality and in splendid condition.

Where every consignment is backed by a reliable producer and where the sales management functions on the basis that—

"If buyers secure courteous treatment and profitable cattle, the sellers are always going to find the most satisfactory market."





Emmet
Watson

UNMATCHED BUYING OPPORTUNITY

None of the cattle in this sale have been pampered and none are offered in exceptional flesh. If you are blessed with the ability to judge a good individual and a profitable producer in every day working clothes, here is the place for you to invest.

In this sale you will find cows that have calves at foot and females that will calve soon after sale date.

Remember—never has it been so important to have a good bull at the head of your herd—a bull with a real background. These bulls are qualified to bring you everlasting satisfaction and success with Shorthorns.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

E. P. LAUGHLIN

JUGGLER'S HEIR x (Sent for Record)

Bull

Lot 25

Red, calved March 19, 1955. **Tattoo RE L135**
Bred and owned by E. P. Laughlin, Imogene, Iowa.

SIRE
Jugglers Emblem x2768-071
Red, E. P. Laughlin

Coronet Max Juggler 17th
x2609507
Red, Lewis W. Thieman

Killearn Max Juggler
x2487000
Red, Claude Gallinger
Lovely Ann x2145749
Red, Wm. Long

Duchess of Gloster 32d
x2549975
Red, E. P. Laughlin

Collynie Express x2280311
Albert Hultine & Sons
Duchess of Gloster 29th
x2273921
Red, E. P. Laughlin

Coronet Memory x2152424
Red, Lewis W. Thieman

Cherry Coronet x1905954
Roan, Lewis W. Thieman
Madam Joffre 2d 1821709
Roan, Johnston and Auld

DAM
Bessie 83 x2403865
Roan, E. P. Laughlin

Bessie 60th x1985292
White, E. P. Laughlin

Coronet's Reveler x1882176
Roan, Lewis W. Thieman
Bessie 45th 1582869
Hopley Stock Farm

JUGGLER'S HEIR x..... is a bull with a lot of quality. His sire was reserve champion in Lincoln in 1954 and topped my sale at Shenandoah at \$2,250. Sold to William F. Werhahn, Pawnee Rock, Kansas.

MATT LAUGHLIN

JUGGLER'S CONQUEST 12TH x2861-927

Bull

Lot 26

Red, calved March 24, 1955. **Tattoo LE 105**
Bred and owned by Matt Laughlin, Emerson, Iowa.

SIRE
Juggler's Conquest x2706169
Red, E. P. Laughlin

Coronet Max Juggler 17th
x2609507
Red, Lewis W. Thieman

Killearn Max Juggler 2487000
Red, Claude Gallinger
Lovely Ann x2145749
Red, Wm. M. Long

Duchess of Gloster 29th
x2273921
Red, E. P. Laughlin

Coronet Royalist x2124397
Red, Lewis W. Thieman
Duchess of Gloster 25th
x2125015
Red, E. P. Laughlin

Oakwood Impression Jr.
x1957390
Red, C. B. Teegardin & Sons

Oakwood Impression x1855192
Red, C. B. Teegardin & Sons
Oakwood Juanita x1787432
Red, C. B. Teegardin & Sons

DAM
Missie 28th x2280376
Red, E. P. Laughlin

Missie 20th x1952605
Roan, E. P. Laughlin

Coronet's Reveler x1882176
Roan, Lewis W. Thieman
Missie 17th x1897814
Red, E. P. Laughlin

JUGGLER'S CONQUEST 12th x2861-927 will be one of the good bulls of the sale. He is a good headed bull. He is close to the ground and very uniform in depth and width and plenty of thickness throughout. You will like him.

Well-finished cattle will pay bigger profits.

SWANSON & SEDERBURG

ELVEDOR PRESIDENT 4TH 2868-755

Bull

Lot 27

Tattoo LE 228

Red, calved March 24, 1955. Bred and owned by E. N. Swanson & E. R. Sederburg, Hepburn, Iowa.

SIRE

Braemor President 24th 2749282
Red, Carl L. Retzlaff & Sons

Tolquhon President 2623590
Red, John L. Sleight

{ Pittodrie Banker (322943)
Red, R. Laidlaw Smith
Larbert Princess Royal 20th
(219651)
Red, Peter Forbes Jones

Rosemary 17th 2279598
Red, Carl L. Retzlaff & Sons

{ Brawith Nuggett 1944238
Roan, David Douglas

{ Rosemary 15th 2101172
Roan, Tomson Bros.

Uppermill Comrade 2380874
Red, James Durno

{ Aldie Conqueror (261324)
Dk. roan, Finlay MacGillivray

{ Crocus Celia (259116)
Red, James Durno

DAM

Comrade's Claret 24589065
Red, Sni-A-Bar Farms

Columbia Claret 8th 2167427
Roan, F. C. Welch

{ Phingask Bank Roll 2d 1932656
Red, F. W. Harding

{ Columbia Claret 6th 1936960
Roan, F. C. Welch

ELVEDOR PRESIDENT 4th 2868-755 looks like a real prospect, he being a grandson of Imp. Tolquhon President 2623590 and of Imp. Uppermill Comrade 2380874.

MATT LAUGHLIN

MAPLE VALLEY KING x2860-637

Bull

Lot 28

Tattoo LE J515

Red, calved March 26, 1955. Bred and owned by Phillip Johnston & Sons, Castana, Iowa. 2d owner, Matt Laughlin, Emerson, Iowa.

Red Oak Standard x2421365
Dark red, R. E. Phillip

{ Red Oak Sensation x2036756
Roan, David & Jas. Burns

{ Red Oak Seraphina x2046979
Red, R. E. Phillip

SIRE

Center View Crown x2689382
Roan, Vernes Farrell & Sons

Shadybrook Lady 446th
x2388234
Roan, Bert A. Hanson

{ Dale's Crown x2070995
Red, Fred Blomstrom & Sons

{ Shadybrook Lady 30th x1964748
Roan, Bert A. Hanson

Hill Top King x2602122
Red, Philip Johnston & Sons

{ Crown Prince x2447336
Red, Matt Laughlin

{ Star Maid 2d x2088299
Red, Philip Johnston & Sons

DAM

Maple Valley Red 2d 2702042
Red, Philip Johnston & Sons

Maple Valley Red x2563392
Red, Philip Johnston & Sons

{ Crown Prince x2447336
Red, Matt Laughlin

{ Sensation Lady 2d x2450974
Red, Philip Johnston & Sons

MAPLE VALLEY KING x2860-637—Sired by Red Oak Standard, a top son of Red Oak Sensation. Officially vaccinated for Bangs November 3, 1955.

Performance has made Shorthorns the choice of more and more farmers.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

LISLE FARQUHAR

RENE BROADHOOKS 4TH B V F 2869-179

Cow

Lot 30

Tattoo LE 4F21

Red, calved May 15, 1954. Bred and owned by Lisle Farquhar, Coin, Iowa.

SIRE

C B Max Juggler 5th 2662797
Red, Clausen Bros.

Killearn Max Juggler 2487000
Red, Claude Gallinger

Spring Elisa 2361821
Red, Mr. & Mrs. C. A. Butland

Killearn Max Juggler 2487000
Red, Claude Gallinger

Rene Broadhooks 2d 2512191
Roan, Clausen Bros.

Killearn Max 5th -254948-
Red, Claude Gallinger

Killearn Lady Rothes -290461-
Red, Claude Gallinger

Drynie Roger 2245917
Red, Robert MacLean

Melba Eliza 2300605
RWM, Albert Jas. Marshall

Killearn Max 5th -254948-
Red, Claude Gallinger

Killearn Lady Rothes -290461-
Red, Claude Gallinger

Goldfinder's Champion 2052878
Roan, Husted Bros.

Spring Broadhooks 2300604
Red, Albert Jas. Marshall

DAM

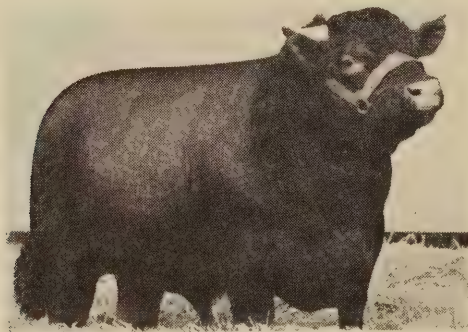
Rene Broadhooks 3d 2691048
Roan, Clausen Bros.

RENE BROADHOOKS 4th OF B V F 2869-179 is a beautiful dark red, double bred Killearn Max Juggle heifer, with another grand champion (Goldfinder's Champion) not too far down the pedigree. Has a very pleasing head, is deep, thick and well quartered. In calf since November 27, 1955 to H V F Dandy 10th. Blood tested and vaccinated for Bangs.



Regularity in feeding is important.

McCONE BROS.



Broadlawn Fortress 14th 2681551

GIPSY FORTRESS 2814-097

Lot 31

Cow

Tattoo LE C 60

Roan, calved May 20, 1954. Bred and owned by McCone Bros., Manilla, Iowa.

SIRE

Broadlawn Fortress 14th
2681551
Red, Metz Bros.

Powgavie Flying Fortress
2549784

Dk. roan, David S. Hope & Son

Broadlawn Victoria 50th
2575984

Red, Metz Bros.

Red Mercury Leader 2331940
Red, Thos. E. Wilson

Clara Belle 23d 2254252
Red, Carl L. Retzlaff & Sons

Calrossie Tempest (344271)
Dk. roan, John & D. P. Mac-
Gillivray
Golden Gertrude (284483)
Dk. roan, James Durno

Broadlawn Norseman 2431705
Red, John E. Greig

Broadlawn Victoria 22d 2431715
Red, Metz Bros.

Edellyn Royal Leader 16th
2222171
Red, Thos. E. Wilson
Edellyn Beauty 22d 2197013
Roan, Thos. E. Wilson

Brawith Nugget 1944238
Roan, David Douglas

Clara Belle 21st 2150312
Red, Carl L. Retzlaff & Sons

DAM

Clara 26th 2609796
Dk. roan, McCone Bros.

GIPSY FORTRESS 2814-097—This heifer's mother is a full sister to the heifer that was grand champion female at Red Oak and sold for \$1,000. An extreme top for that sale. Her sire, Broadlawn Fortress 14th was reserve senior champion bull at the 1954 Iowa State Fair. She was mated September 21 to Helmar Leishman, the bull that was reserve senior champion bull of the 1954 International sale show. His half brothers and sisters won first prize Get-of-Sire honors at Denver this year. This heifer sells pretested and calfhood vaccinated.

The nation's farmer will have to feed about 2000 million U. S. citizens by 1975.

LOMAS FARMS



Helfred Conquest 14th

ROAN LADY DUCHESS 2834-071

Cow

Lot 32

Tattoo LE 300

Dark roan, calved June 14, 1954. Bred and owned by Lomas Farms, Villisca, Iowa.

Killearn Conquest 28th 2547735
Red, Claude Gallinger

Millhills Conquest 2487098
Red, Duncan M. Stewart
Killearn Village Norma 5th
348932
Red, Claude Gallinger

SIRE
Helfred Conquest 14th 2671314
White, F. W. Hubbell

Bride of Helfred 2434499
Roan, F. W. Hubbell

Bapton Major 2167253
Roan, J. V. Rank

Maplevalle Bride 6th 2281610
Red, Bowers & McCoy

Miles of View Prince 2074904
Red, Miles of View Farms

Calrossie Prince Peter 2009143
Roan, John MacGillivray

DAM
Lomas Red Lady 2d 2380583
Red, Lomas Farms

Lomas Roan Lady 2022361
Red, Sni-A-Bar Farms

Star Secret 1839719
Roan, T. Dorsey Jones

Sni-A-Bar Baron's Pride 1846084
Red, Sni-A-Bar Farms
Sni-A-Bar Roan Lady 7th
1805683
Red, Sni-A-Bar Farms

ROAN LADY DUCHESS 2834-071—A deep bodied, smooth and well balanced heifer with a rich pedigree. She sells bred to Marellbar Gambler, a top son of Cruggleton Purvis.

Reduce worm trouble in calves by keeping them on dry, well-drained pastures.

L. CRAIG DAVIS



Rocky Ford Silver Wedding

WILL-A-DELL MARIGOLD 2D 2820-155

Cow

Lot 33

Tattoo RE 98

Red, calved July 4, 1954. Bred and owned by L. Craig Davis, Oakland, Iowa.

SIRE

Sandoon Dividend 2600290
Red, A. C. McDermott

Craggleton Permit 2572512
RWM, Albert J. Marshall

Orange Fluff 2548744
Red, Albert J. Marshall

Klaymor Kohinoor 2515989
Red, W. J. Russell

DAM

Lady Marigold 25th A 2639455
Red, D. M. Gregg

Lady Marigold 25th 2427006
Roan, D. M. Gregg

Craggleton Brunel (315414)
Dk. roan, A. J. Marshall

Princess Eileen (231034)
Red, Albert James Marshall

Craggleton Perfect (303904)
Red, Albert Jas. Marshall

Orange Flossie (240820)
RWM, Albert Jas. Marshall

Klamor Ironsides 2375558
Red, W. J. Russell
Calross'e Joan Ramsden
2226097
Dk. roan, John MacGillivray

Edellyn Valiant Mercury
2247154
Dk. roan, Thos. E. Wilson
Lady Marigold 21st 2152631
Red, D. M. Gregg

WILL A DELL MARIGOLD 2d 2820-155—I showed this heifer last summer at our 4-H show and won a blue ribbon on her. She was pasture bred after the fair to Rocky Ford Silver Wedding, probably around September 1. Check this breeding and consider the bull she is bred to.

The old adage that the bull is half the herd can be a colossal understatement.

McCONE BROS.



Helnar Leishman

MISSIE'S CHOICE 2834-152

Cow

Lot 34

Tattoo LE C 78

Dark roan, calved July 12, 1954. Bred and owned by McCone Bros., Manilla, Iowa.

SIRE

Broadlawn Fortress 14th
2681551
Red, Metz Bros.

Powgavie Flying Fortress

2549784

Dk. roan, David S. Hope & Son

Broadlawn Victoria 50th

2575984

Red, Metz Bros.

Red Mercury Leader 2331940

Red, Thos. E. Wilson

DAM

Missie De Lux 2662063
Dk. roan, McCone Bros.

Imperial Missie 2459128

Dk. roan, Otto A. Schrank

Calrossie Tempest (344271)

Dk. roan, John & D. P.

MacGillivray

Golden Gertrude (284483)

Dk. roan, James Durno

Broadlawn Norseman 2431705

Red, John E. Greig

Broadlawn Victoria 22d 2431715

Red, Metz Bros.

Edellyn Royal Leader 16th

2222171

Red, Thos. E. Wilson

Edellyn Beauty 22d 2197013

Roan, Thos. E. Wilson

Marellbar Endeavor 2282715

Red, Wm. Bartholomay, Jr.

Imperial Missie 2312801

Roan, Otto A. Schrank

MISSIE'S CHOICE 2843-152 is one of the best females we have ever consigned at Red Oak. She is a very nice type heifer and has an outstanding head for a breeding female. Her sire, Broadlawn Fortress 14th was reserve senior champion bull at the 1954 Iowa State Fair. She was mated September 15th to Helnar Leishman. He was reserve grand champion bull at the 1954 International. She sells pretested and calfhood vaccinated.

Be a doer—not a viewer.

SWANSON & SEDERBURG



Helfred Emperor 45th

ELVEDOR SECRET 4TH 2843-755

Cow

Lot 35

Tattoo LE 218

Dark roan, calved July 24, 1954. Bred and owned by E. N. Swanson and E. R. Sederburg, Hepburn, Iowa.

SIRE

Leader's Design 2589734
Red, McCone Bros.

Red Mercury Leader 2331940
Red, Thos. E. Wilson

{ Edellyn Royal Leader 16th
2222171
Red, Thos. E. Wilson
Edellyn Beauty 22d 2197013
Roan, Thos. E. Wilson

Clara 8th 2033446
Red, McCone Bros.

{ Browndale Douglas 1801297
Red, McCone Bros.
Clara 2d 1801307
Roan, McCone Bros.

Parkdale Golden Fame 22d
2481501
Red, Bellows Bros.

{ Helfred Golden Fame 2214653
Red, F. W. Hubbell

DAM

Elvedor Secret 3d 2608017
Red, E. N. Swanson & E. R.
Sederburg

Lady Secret 445th 2313898
Red, Lomas Farms

{ Edgevale Juno 2071073
Red, Ed. H. Wolter
Edellyn Cockade Mercury
2140732
Roan, Thos. E. Wilson
Lady Secret 443d 2191259
Red, Lomas Farms

ELVEDOR SECRET 4th 2843-755 is a good heifer selling bred November 6 to Helfred Emperor 45th 2773-097, one of the best bulls sold in the Helfred Farms dispersion sale, he is sired by Imp. Corrimony Emperor 2480329.

The one final test for any animal—will it pay the rent?

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

W. E. SUMMERVILLE

MAUD 95TH 2843-751

Cow

Lot 36

Tattoo LE 105

Red, calved August 20, 1954. Bred and owned by W. E. Summerville, Gray, Iowa.

SIRE

Braemor President 11th
2707595

Red, Carl L. Retzlaff & Sons

Tolquhon President 2623590
Red, John L. Sleigh

Choice Victoria 20th 2412911
Roan, Carl L. Retzlaff & Sons

Helfred Romeo 2135854
Red, F. W. Hubbell

DAM

Maud 85th 2566385
Red, W. E. Summerville

Maud 78th 2116067
Red, W. E. Summerville

Pittodrie Banker (322943)
Red, R. Laidlaw Smith
Larbert Princess Royal 20th
(219651)
Red, Peter Forbes Jones

Millhills Starry Archer 2289341
Red, Duncan M. Stewart
Choice Victoria 17th 1934485
Roan, Carl L. Retzlaff

Brae Lodge Headlight 1874600
Red, T. A. Russell
Rosewood of Helfred 3d
1781560
Roan, F. W. Hubbell

Goldfinder's Favorite 2007814
Red, Husted Bros.

Maud 76th 2024141
Roan, W. E. Summerville

MAUD 95th 2843-751 is a good headed, thick, smooth heifer. She is a striking individual backed by a good strong pedigree.

LISLE FARQUHAR

GOLDEN COUNTESS OF B V F 2834-569

Cow

Lot 37

Tattoo LE 4F27

Red, calved September 8, 1954. Bred and owned by Lisle Farquhar, Coin, Iowa.

SIRE

C B Max Juggler 5th 2662797
Red, Clausen Bros.

Killearn Max Juggler 2487000
Red, Claude Gallinger

Spring Elisa 2361821
Red, Mr. & Mrs. C. A. Butland

Will-A-Dell Starry Archer 8th
2550797
Red, Will A. Davis & Son

DAM

Golden Countess 2d 2745547
Red, Lisle Farquhar

Golden Countess 2436123
RWM, Lisle Farquhar

Killearn Max 5th -254948-
Red, Claude Gallinger

Killearn Lady Rothes -290461-
Red, Claude Gallinger

Drynie Roger 2245917
Red, Robert MacLean

Melba Eliza 2300605
RWM, Albert Jas. Marshall

Braemor Starry Archer 9th
2391166
Red, Carl L. Retzlaff & Sons
Will-A-Dell Bessie 12th 2329907
Red, Will A. Davis & Son

Prince Royal 2300984
Red, Lomas Farms

Roan Countess 13th 2225534
Roan, Bellows Bros.

GOLDEN COUNTESS OF B V F 2834-569 is just a nice smooth heifer from one of our best families of cows. Safe in ca.f since December 23, 1955 to H V F Dandy 10th. Blood tested and vaccinated for Bangs.

A real good dam bred to an improver is the best means of getting a top herd bull.

G. F. GRUSS & SONS



Royal Monarch 2668888, the sire of the G. F. Gruss & Sons consignment.

VILLAGE GWENDOLINE 2870-082

Cow

Lot 40

Tattoo RE 161
Red, calved April 21, 1955. Bred and owned by G. F. Gruss & Sons, Greenfield, Iowa.

SIRE

Royal Monarch 2668888
Dk. roan, Charles Ewald

Royal Despot 2541920
Red, R. Laidlaw Smith

Boyne Lady 2d 2553749
Dk. roan, Chas. Ewald

Farmingham Deval 2399594
Red, Hepburn Ingham

Village Gem 4th 2419606
Roan, G. F. Gruss & Sons

Millhills Despot (355381)
Red, Duncan M. Stewart
Pittodrie Princess Rosalie
2537670
Red, R. Laidlaw Smith

Killearn Monarch 5th 2387515
Red, Claude Gallinger
Boyne Lady 2349997
Roan, Chas. Ewald

Divide Corrector 2009188
Red, The Allen Cattle Co.

Helfred Duchess 5th 1973956
Red, F. W. Hubbell

Supreme Rival 2094557
Roan, Husted Bros.

Village Gem 1859911
Red, Lawrence Gruss

DAM

Village Gem 5th 2672187
Red, G. F. Gruss & Sons

VILLAGE GWENDOLYN 2870-082—A good red, smooth, thick, breedy heifer. She is by Royal Monarch 2668-888, a breeder of top heifers for a good 4-H prospect. Calhood vaccinated for Bangs. Sells open.

Uniformity is something money can't buy, it has to be raised.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

G. F. GRUSS & SONS

GOLDIE'S BELLE 4TH 2870-079

Cow

Lot 41

Tattoo RE 160

Roan, calved April 25, 1955. Bred and owned by G. F. Gruss & Sons, Greenfield, Iowa.

SIRE

Royal Monarch 2668888
Dk. roan, Charles Ewald

Royal Despot 2541920
Red, R. Laidlaw Smith

{ Millhills Despot (355381)
Red, Duncan M. Stewart
Pittodrie Princess Rosalie
2537670
Red, R. Laidlaw Smith

Boyne Lady 2d 2553749
Dk. roan, Chas. Ewald

{ Killearn Monarch 5th 2387515
Red, Claude Gallinger
Boyne Lady 2349997
Roan, Chas. Ewald

Supreme Rival 2094557
Roan, Husted Bros.

{ Supreme Goldfinder 1920005
Roan, M. D. Whimple
Rosewood 126th 1931469
Roan, Husted Bros.

DAM

Goldie's Belle 2347240
Red, G. F. Gruss & Sons

Goldie's Lady 1966771
Red, G. F. Gruss & Sons

{ Supreme Augustus 1813813
Red, Dana Farms
Goldie's Lass 10th 1765684
Roan, J. T. Judge

GOLDIE'S BELLE 4th 2870-079—A dark roan, breedy, attractive heifer. She is of our best Goldie family—the right kind to start with. Calfhood vaccinated for Bangs. Sel's open.

Employ every means to extend the breeding life of a good bull.

G. F. GRUSS & SONS**GOLDIE'S QUEEN 2870-080****Cow****Lot 44****Tattoo RE 162**

Red, calved April 26, 1955. Bred and owned by G. F. Gruss & Sons, Greenfield, Iowa.

SIRERoyal Monarch 2668888
Dk. roan, Charles EwaldRoyal Despot 2541920
Red, R. Laidlaw Smith

{	Millhills Despot (355381)
	Red, Duncan M. Stewart
	Pittodrie Princess Rosalie
	2537670
{	Red, R. Laidlaw Smith

Boyne Lady 2d 2553749
Dk. roan, Chas. Ewald

{	Killearn Monarch 5th 2387515
	Red, Claude Gallinger
{	Boyne Lady 2349997
	Roan, Chas. Ewald

Farmingham Deval 2399594
Red, Hepburn Ingham

{	Divide Corrector 2009184
	Red, The Allen Cattle Co.
{	Helfred Duchess 5th 1973956
	Red, F. W. Hubbell

DAMGoldie's Belle 3d 2773327
Red, G. F. Gruss & SonsGoldie's Belle 2347240
Red, G. F. Gruss & Sons

{	Supreme Rival 2094557
	Roan, Husted Bros.
{	Goldie's Lady 1966771
	Red, G. F. Gruss & Sons

GOLDIE'S QUEEN 2870-080 is a dark red, smooth, thick heifer, the right kind for anyone to own, breeder or 4-H. Her half sister was the 4-H champion heifer at our 1955 Adair county fair. Calf-hood vaccinated for Bangs. Se is open.

GILMAN BROS.**CARROY BROADHOOKS 7TH 2871-347****Cow****Lot 45****Tattoo LE 69**

Roan, calved May 2, 1955. Bred and owned by Gilman Bros., Stuart, Iowa.

SIREGoldfinder Dividend 2758360
Red, Chambers Bros.Sandoon Div'dend 2600290
Red, A. C. McDermott

{	Cruaggleton Permit 2572512
	RWM, Albert Jas. Marshall
{	Orange Fluff 2548744
	Red, Albert Jas. Marshall

Red Lady 5th 2571274
Red, Jacob Burkhardt

{	Golden Rule Marksman 2423152
	Dk. roan, Holz Bros.
{	Red Lady 4th 2420223
	Red, Jacob Burkhardt

Wellington's Beacon 2419299
Red, Penningroth Bros.

{	Divide Wellington 2117656
	Red, The Allen Cattle Co.
{	D Buttercup 4th 2156408
	Roan, Penningroth Bros.

DAMCarroy Broadhooks 4th 2660358
Roan, Gilman Bros.Broadhooks Miss 2d 2417218
Roan, Gilman Bros.

{	Will-A-Dell Gold Bond 2182736
	Roan, Will A. Davis & Son
{	Broadhooks Miss 1820556
	Roan, L. B. Maytag

CARROY BROADHOOKS 7th 2871-347—Here is a very sweet heifer from our good Broadhooks family that has been one of the best of our herd. Although only a yearling she will make a grand foundation female.

Rate-of-gain in the feedlot has been found to be 97 percent heritable.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

JOHNSON BROS.

LADY VICTORIA 11TH 2858-748

Cow

Lot 46

Tattoo LE 82

Red, calved May 7, 1955. Bred and owned by Johnson Bros., Atlantic, Iowa.

SIRE

Ringwell Illustrious 2626857
Roan, Ringwell Farms

Ringwell Sir Talisman 2526673
Red, Lord Lovat

Beaufort Boxer (352736)
Red, Lord Lovat
Beaufort Orange Talisman
2526674
Dk. roan, Lord Lovat

Ringwell Pr. Margaret 2534940
White, Ringwell Farms

Barquhar Commander 2532130
Roan, J. Maurice G. Brown
Braedoon Princess Elizabeth 2d
2345901
Roan, K. C. Gray

Royal Command 2037763
Red, Johnson Bros.

Sni-A-Bar Royal Favorite
1805656
Roan, Sni-A-Bar Farms
Divide Lady Belle 1911516
Red, The Allen Cattle Co.

DAM

Lady Victoria 8th 2334737
Roan, Johnson Bros.

Victoria's Babe 6th 1836490
Roan, Johnson Bros.

Helfred Fame 1721822
Red, F. W. Hubbell
Victoria's Babe 3d 1530796
White, Levi Johnson

LADY VICTORIA 11th 2858-748—This young heifer is out of the same cow as the good bulls we are selling in the state sale. If the buyer so desires he can have her bred to our Edelyn bull when she is old enough. Calfhood vaccinated for Bangs.

G. F. GRUSS & SONS

RED DUCHESS 13TH 2870-081

Cow

Lot 47

Tattoo RE 163

Red, calved May 20, 1955. Bred and owned by G. F. Gruss & Sons, Greenfield, Iowa.

SIRE

Royal Monarch 2668888
Dk. roan, Charles Ewald

Royal Despot 2541920
Red, R. Laidlaw Smith

Millhills Despot (355381)
Red, Duncan M. Stewart
Pittodrie Princess Rosalie
2537670
Red, R. Laidlaw Smith

Boyne Lady 2d 2553749
Dk. roan, Chas. Ewald

Killearn Monarch 5th 2387515
Red, Claude Gallinger
Boyne Lady 2349997
Roan, Chas. Ewald

Cruggleton Pretender 2358295
Dk. roan, Albert J. Marshall

Cruggleton Adjuster (315395)
Red, A. J. Marshall
Bella Charity 2358282
Red, A. J. Marshall

DAM

Red Duchess 11th 2598358
Red, Geo. Struve & Sons

Duchess 10th 2353015
Red, Geo. Struve & Sons

Edelyn Moray Mercury 2186575
Red, Thos. E. Wilson
Red Duchess 5th 2072555
Red, Geo. Struve

RED DUCHESS 13th 2870-081 is a red, nice, thick, smooth heifer, a daughter of Royal Monarch. Her dam is by Cruggleton Pretender. This heifer is richly bred—the kind we hate to part with. We are retaining her full sister, one of our best.

Efficiency of production, planning, good marketing and good promotion, can
keep the beef cattle business good indefinitely.

GLENN A. WINDOM

ROAN AUGUSTA 2D 2868-277

Cow

Lot 48

Tattoo RE 61

Roan, calved June 3, 1955. Bred and owned by Glenn A. Windom, Lenox, Iowa.

SIRE

Royal Talisman 2770792
Dk. roan, H. C. Page

Kair Envoy 2608623
Dk. roan, G. J. C. Anderson

Beaufort Bolido (361044)
Dk. roan, Lord Lovat

Kair Victoria Louise 2608621
Red, G. J. C. Anderson

Shick Shack Revelation 2522440
Red, W. W. Lynn

Uppermill Adjutant 2379629
Red, James Durno

Vanity's Revelation 2397742
Red, W. W. Lynn

Parkdale Golden Fame 32d
2530541
Red, Dale Bellows

Helfred Golden Fame 2214653
Red, F. W. Hubbell

Hopeful's Beauty 2285405
Roan, E. H. Anderson

DAM

Roan Augusta 2779319
Roan, Dean Windom

Favorite Roan Augusta 2588543
Roan, Harold Dietz

Strowold Favorite Stamp
2386595

Roan, L. A. Strother & Son
Waymore Augusta 2416359
Roan, Chas. Harness & Son

ROAN AUGUSTA 2d 2868-277—This heifer is too young to sell but is an excellent individual and comes from a good Augusta family. She is a good 4-H prospect.



An active association of breeders can be the grassroots of a big and popular livestock enterprise.

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